

Information Sharing Behavior of the Older Adults: An Empirical Study of Their Online Privacy Concerns

Emergent Research Forum Paper

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Abstract

This empirical study investigates the contribution of different predictors to the privacy concerns and the online behavior of older adults, and the moderating effect of potential benefits of online interactions on their actual online usage. We propose a research model based on the Theory of Reasoned Action. Data was collected from 287 older adults and analyzed using PLS structural modeling. The results suggest that older adults' privacy concerns of engaging in online interactions is significantly affected by the extent of their prior online usage and prior exposure to vulnerabilities related to online fraud. Actual online behavior is significantly affected by the privacy concerns. Additionally, our model explores the potential benefits of online use as an antecedent of actual behavior and finds it is not significant. However, potential benefits significantly moderate the effect of privacy concerns of online use of older adults. Based on the findings, we discuss the study's implications.

Keywords

Older adults, privacy concerns, online behavior, Theory of Reasoned Action, PLS structural modeling.